

MEDREGION UPDATE

Regional Office Tunis

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MEPI Medregion Update Newsletter is produced by the Middle East Partnership Initiative (MEPI) Regional Office at the U.S. Embassy in Tunis, Tunisia.

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We welcome your comments and suggestions.

*On the occasion of Eid Al Fitr
MEPI Regional Office
Tunis wishes you a Happy Eid
عيد سعيد و كل عام و أنتم بخير*



Democracy Photo Challenge Winners

September 15: UN International Day of Democracy



The Democracy Photo Challenge is part of the global "Democracy is..." conversation created by a unique public-private partnership, that leverages social networks and various creative tools to engage people around the world to share, consider, debate, and learn from diverse perspectives

on democracy. The Democracy Photo Challenge extends the democracy dialogue to the creative medium of photography. It asks the world to complete the phrase "Democracy is..." in a single image. Nearly 3,000 photos from 131 countries were submitted and more than 10,000 additional fans joined the Democracy is... Facebook and Twitter communities.

The Democracy Photo Challenge was inspired by the [Democracy Video Challenge](http://www.democracyphotochallenge.com), an annual contest launched in



2008 asking young people to complete the phrase "Democracy is..." through short online videos. 1,400 people from 30 countries participated. Congratulations to the winners of the 2010 Democracy Photo Challenge Contest.

To learn more about the Democracy Photo Challenge Contest visit: www.democracyphotochallenge.com

Leaders for Democracy Fellows Meet with Secretary Clinton



2010 MEPI Leaders for Democracy Fellows Meet with Secretary Clinton and White House Officials.

To learn more about the MEPI Leaders for Democracy Fellows Program visit: www.mepi.state.gov/exchanges

MEPI Medregion Office News

Farewell



Nadim Kourda

MEPI Regional office, Tunis wishes a fond farewell to Grants Unit Chief Nadim Kourda and thanks him for his four-plus years of service to the regional office. Nadim is not leaving MEPI family and will be joining our team in MEPI Regional Office in Abu Dhabi as a grants analyst. We wish him success in his new position.

Welcome to New MEPI Staff



Rasha Khatib

MEPI Regional Office in Tunis is pleased to welcome our new MEPI Administrator in the U.S. Consulate General at Jerusalem Rasha B. Khatib. In this role she will be providing analytical and administrative support to the grants management process. Mrs. Khatib will be supporting the MEPI Coordinator in her oversight and coordination of MEPI activities in the West Bank and Gaza.

Prior to joining the MEPI team, Mrs.

Khatib worked for more than six years with UNICEF in Jerusalem, where she worked in different capacities, rising to be an Education Officer, where she managed and coordinated UNICEF's educational activities with the Ministry of Education and Higher Education in the West Bank and Gaza.

Rasha was raised in Jerusalem, and holds a Bachelor of Arts in Public Administration from the American University of Beirut A.U.B Lebanon in 1997. She is married with two kids, Larine and Baha.

Submit Your Grant Applications Now!

Funding is available now for Local Grants. Please contact your country's U.S.

Embassy MEPI Committee and see the guidebook available on our [website](http://www.medregion.mepi.state.gov) for step-by-step instructions in English and Arabic.

www.medregion.mepi.state.gov



DUNS Number

By MEPI Grants Unit

The US Federal Government requires that all US Government partners have a unique D&B® D-U-N-S® number identifier in order to conduct any transactions with the government. This includes all recipients of U.S. Government grant money. Put another way, recipients of federal assistance funds must have a Data Universal Numbering System (DUNS) number before receiving Federal grants or cooperative agreements.

The DUNS number is a unique nine-digit identification number, provided by Dun & Bradstreet (D&B) Corporation which is used to maintain consistent name and address data. A DUNS number is valid and good for the lifetime of an organization.

The preferred way to obtain a DUNS number is via the Internet free of charge. Obtaining a DUNS number is the responsibility of the organization. D&B does not permit U.S. government employees to obtain a DUNS number on behalf of an organization.

How to get a DUNS number:

- Go to the following website: <http://fedgov.dnb.com/webform>
- Click here "Begin D-U-N-S Search/ Request Process" in the left hand column to look up if your organization has a pre-existing number or to request your DUNS Number via the Web.
- Select the country where your organization is based.
- Fill in the requested information and select submit.
- You will then see two options: Skip "Search Again" and Click on "Request a New DUNS number."
- Provide answers to all the information fields.
- Under Organization Information, you will need to research and fill in a Standard Industrial Classification (SIC) Code, which categorizes to which sector your organization belongs. The procedure for obtaining an SIC code is as follows:
 - Click on the website: http://www.osha.gov/pls/imis/sic_manual.html
 - Determine which category best represents your organization, most MEPI implementers will be Divisions "I" or "J" for example:
 - For a University or school, go to Division I: Services
 - Click on Major Group 82: Educational Services
 - Then scroll down for the correct description of your educational institution and you will find the number stated to the left to the description. For example, if a tertiary education institution, then the SIC Code is 8221.
 - After you finish filling all the fields requested in the "Request a New DUNS Number" online form, click on "Submit your Request."
 - You should obtain an automated message to confirm your request has been received.
 - You should receive an official DUNS number via e-mail within 1-3 days. ■

Communicating Peace: Jewish & Arab Israeli Youth Improving Media Education

The Center for the Protection of Democracy in Israel (Keshev) is training Arab and Jewish Israeli youth leaders aged 15-17 to become critical media consumers able to evaluate and put into context press coverage.

Keshev also hopes to shed light among young people about the media's role in shaping public perceptions and attitudes in the Jewish-Arab conflict.

information can be subject to more than one interpretation that may be inflammatory. Participants also discussed the gaps that exist between actual events and the presentation of those events by the news media.

The subsequent workshops were joint meetings, where Jewish and Arab youth gathered together.

The number of interested students rose from an initial 30 to 80 students.



Participating students interacting with each other during a workshop



Participating students interacting with each other during a workshop

Keshev conducted a series of separate and joint Jewish-Arab workshops, as part of the MEPI-funded project "Communicating Peace: Jewish & Arab Israeli Youth Improving Media Education & the Media Discourse".

The three first workshops of the series were held separately one set for Jewish and one set for Arab Israelis. During the separate meetings Keshev instilled in participating youth a healthy skepticism about how the media frames controversial events and certain groups. At these meetings, participants began to realize that media coverage is inherently subjective and that news

One of the first thing staff from Keshev did was give a presentation about key parameters of news coverage that affect readers and viewers' perceptions, such as placement and prominence of news items, the way headlines and texts correspond, how the choice of words selected for headlines, changes the impact, how responsibility is attributed in headlines, what can be done to frame material that is reported, and how to recognize the visual semiotic impact (graphics and color schemes, etc...) that accompany news items.

During following workshops, participants practiced hands-on what they had learned in

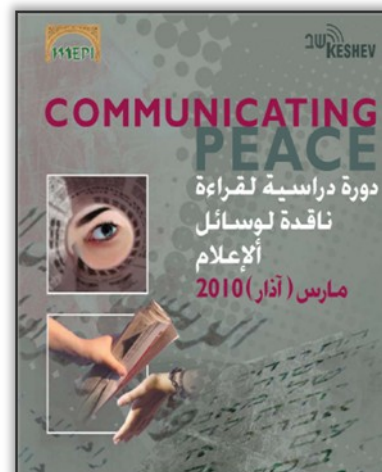
the previous theoretical workshop.

Students were divided into small mixed groups (each group contained Jews and Arabs) and each group received the text of news story, which they were asked to redesign. Youth worked on re-editing news coverage by suggesting alternative ways of presenting news information that was reported such as suggesting alternative headlines, layouts, photos and graphics so the story is less inflammatory, more balanced and reflects the full complexity of what is reported.

Each group then presented its choices to the larger group and explained their selection. The students' decisions showed originality and their explanations demonstrated that they had internalized the lessons of the project and that they had acquired skills to identify and suggest modifications to editors' problematic choices.

Toward the conclusion of the project, the re-edited news collection were reviewed and polished by the project staff to be compiled in a booklet. To this end, Keshev cooperated with pedagogical advisors,

and produced a guidebook, that is based on the theoretical and practical materials that were presented in the workshops. The guidebook is titled "Communicating Peace: A Guidebook to Teaching Critical Media Consumption," published simultaneously in Hebrew and Arabic.



Communicating Peace: A Guide to Teaching Critical Media Consumption".

The book is divided into two main sections. The first section is a general introduction to the study and practice of critical media consumption. The second section is a case study of media coverage of relations between Jews and Arabs in the Israeli media. ■

MEPI Encouraging Youth to Participate in Local Governance

As part of its MEPI local grant “Strengthening Youth Participation in Increasing the Impartiality of Local Governance Institutions”, the Arab World Democracy and Electoral Monitor (Al Marsad), a registered Palestinian NGO, is educating a group of Palestinian youth about advocacy, civic engagement, and future candidacies for local councils.

Through a series of meetings and workshops, Al Marsad is raising awareness among youth about their ability to influence their local councils through democratic pressure by encouraging youth to be engaged in the political process.

Al Marsad selected youth to participate from ten districts (Abu Dis, Beit Anan, Tiba, Mazaraa Al Noubani, Dir Astia, Selvit, Wadi Araba, Yaabed, and Al Anbat, El Abidia). In each district these youth formed council to organize meetings with local councils.

During the first phase of project implementation, Al Marsad conducted ten workshops on local governance and the interaction of citizens with their local governing councils, and ten more workshops on other aspects of civic action.

“Success is active youth participating in youth councils, greater presence of active women, seen as equal partners, and seeing more youth observers speaking up in municipal council meetings.”

These workshops were marked by high attendance: 180 students for the ones on local government (30 above expectations) and 130 for the workshops on civic action (5 above expectations).

Youth groups were very interested in the program and proved willing to institutionalize their efforts towards local government and make a contribution to the local community. Several participants stated that this was the first time they ever participated in any local government activity. Success, according to Mr. Aref Jaffal, the Project Manager, is “active youth participating in youth councils, greater presence of active women, seen as equal



Palestinian youth during one of the workshops



Palestinian Youth during a workshop on local governance

partners, and seeing more youth councils with Al Marsad's councils through a secretariat, as a way of developing networks of like-minded, civically engaged youth. ■



Middle East Partnership Initiative

The Middle East Partnership Initiative (MEPI), located within the Bureau of Near Eastern Affairs at the U.S. Department of State, is a unique program designed to engage directly with and invest in the peoples of the Middle East and North Africa (MENA). MEPI works to create vibrant partnerships with citizens to foster the development of pluralistic, participatory, and prosperous societies throughout the MENA region. MEPI partners with local, regional and international non-governmental organizations, the private sector, academic institutions, and governments.

MEPI Regional Office, Tunis

Housed in the U.S. Embassy in Tunis, the MEPI Regional Office Tunis administers MEPI local projects in Algeria, Egypt, Israel, Jordan, Lebanon, Libya, Morocco, Tunisia and West Bank/Gaza and accounts for more than \$5 million in program funding in 2010. In addition to coordinating with U.S. Embassies throughout the region, Tunis RO provides a variety of funding opportunities (such as the MEPI Local Grants program and Civil Society Grants) as well as supporting visits, seminars and training programs to advance the formation of communities for tomorrow.

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